



<b>Statement of Policy and Procedure</b>			
Department:	Community Development	Policy No.	
Section:	Tourism	Issued:	June 26, 2017
Subject:	<b>Destination Marketing Levy Policy</b>	Effective:	
Council Resolution # and Date:		Page:	1 of 37
		Replaces:	Policy No. 89.4
Issued by:	Trina Bell, Tourism Coordinator	Dated:	January 22, 2024
Approved by:	Craig Guidinger, Director of Community Development		

## **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 Chairperson; or

- iii. 100% upon the approval of the event Final Report by the Destination Marketing Levy Advisory Committee Chairperson.

*\*\* 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 funding model.
- f) The event shall generate overnight stays in Prince Albert at hotels that contribute to the Destination Marketing Levy Reserve.
- 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 residential properties that do not contribute to the Destination Marketing Levy Reserve.

### **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 five (5) 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.

#### **5. Annual City-Wide Events**

This category is suitable for annual events held by local non-profit organizations that promote tourism and generate overnight stays in the City. These events require specific supports through the Department of Parks, Recreation and Culture, and this funding stream can be used to reimburse the costs of those supports.

#### **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:

<b>Destination Marketing Levy Committee <b>CHAIRPERSON</b> Approval - Grants for Funding up to \$5,000.</b>	
<b>Hotel Rooms</b>	<b>Maximum DMF Levy Funding</b>
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

<b>Destination Marketing Levy <b>COMMITTEE</b> Approval - Grants for Funding \$5,000 up to \$10,000.</b>	
<b>Hotel Rooms</b>	<b>Maximum DMF Levy Funding</b>

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	\$10,000

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

<b>Events of Significant Economic Impact - City Council Approval</b>
<p>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.</p>

#### **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 regard 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 is 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 once 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 contacting 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 for reviewing final reports submitted by the Host Committee, recommending approval or amendment of final payment of the remaining funding, and determining 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 Chairperson.

#### 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; and
  - ii. application ensures that the objectives of the policy are met.

- 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

- 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; and
  - ii. application ensures that the objectives of the policy are met.
- b) Approve applications in the amount of \$5,000 to \$10,000, and request the Mayor and City Clerk execute the necessary Funding Agreement.
- c) Forward applications over \$10,000 with a recommendation to City Council for consideration.
- d) Monitor and evaluate the effectiveness of the Destination Marketing Levy Funds.
- e) 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 requesting 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 Development or their designate.
- 5.02 Applicant – means a person on behalf of an organization who submits an Application Form for funding of the Destination Marketing Levy Funds (ex. host organization representative).
- 5.03 City - means The City of Prince Albert
- 5.04 Council – means the City Council of The City of Prince Albert.
- 5.05 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.

5.06 Destination Marketing Levy Funds – Funds that have been collected as per The City’s Annual Property Tax Bylaw.

5.07 Event Recruitment Initiatives – An organizing body targeting communities for the hosting of events within their community (provincial, national or international organizations/events).

5.08 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.

5.09 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.

5.10 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, if required.

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 Administrator 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
- 7.02.02 Growing an Existing Event Destination Marketing Fund Grant Application
- 7.02.03 Event Retention Destination Marketing Fund Grant Application
- 7.02.04 Capital Enhancements Grant Funding Application and Criteria for Evaluation
- 7.02.05 Annual City-Wide Event Destination Marketing Fund Grant Application
- 7.02.06 Funding Agreement
- 7.02.07 Final Report Form – New Event, Growing an Existing Event, Event Retention and City-Wide Events
- 7.02.08 Final Report Form – Capital Enhancement

## **New Event Destination Marketing Fund Grant Application**

Has this event been held in Prince Albert previously?       Yes       No

If yes, when was it last hosted in Prince Albert? Click or tap here to enter text.

*If the event has been hosted in Prince Albert within the past 3 years, it is not eligible for funding under the New Event category.*

**Application Date:** Click or tap to enter a date.

**Amount of Funding Request based on Hotel Estimate:** \$ Click or tap here to enter text.

**Name of organization requesting funding:** Click or tap here to enter text.

**Contact Person:** Click or tap here to enter text.

**Phone:** Click or tap here to enter text.      **Email:** Click or tap here to enter text.

**Mailing Address (including postal code):** Click or tap here to enter text.

**Type of organization (please select one):**

Private       Not-for-Profit       Other

**If other, please explain:** Click or tap here to enter text.

**Brief description of organization requesting funding:** Click or tap here to enter text.

**Organization's annual budget:** \$ Click or tap here to enter text.

**If approved, who should the grant be made payable to?**

Click or tap here to enter text.

### **Event Information:**

**Name of Event:** Click or tap here to enter text.

**Event Start Date:** Click or tap to enter a date.      **Event End Date:** Click or tap to enter a date.

**Describe the Event:** Click or tap here to enter text.

## **Accommodations:**

**Estimated total number of hotel room nights generated from event:** Click or tap here to enter text.

**How did you estimate the number of room nights generated for this event?**

Click or tap here to enter text.

**What local facilities other than accommodations will be used?**

Click or tap here to enter text.

## **Event Attendance:**

**Estimated participants, officials, and staff:** Click or tap here to enter text.

**Estimated spectators (non-residents; 80 km or more away from Prince Albert):** Click or tap here to enter text.

**Estimated spectators (City residents):** Click or tap here to enter text.

**Total estimated attendees (participants, officials, staff, spectators):** Click or tap here to enter text.

**This event is (please select one):**

Local       Provincial       Regional       National       International

**Will this event happen more than once in Prince Albert?** Yes No

**Please explain:** Click or tap here to enter text.

**What is your organization's experience in hosting this or similar events? Please include a profile of your organizing committee/working group.** Click or tap here to enter text.

Please provide supporting information to aid in assessing your application. This could include a business plan, marketing plan, or rationale to support the information you provided. The strength of information provided is the basis from which funding recommendation will be made.

The following items must accompany your application:

- If the funding application is submitted for an event being 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.
- Most current year-end financial statements or best equivalency if available.
- Supporting information if applicable.

## **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;”.*

The completed Grant Application with all supporting documents can be emailed to [destinationlevy@citypa.com](mailto:destinationlevy@citypa.com), or mailed or dropped off to Tourism Prince Albert, 3700 2<sup>nd</sup> Avenue West, Prince Albert, SK S6W 1A2.

**Growing an Existing Event Destination Marketing Fund Grant Application**

Has this event been held in Prince Albert previously?     Yes     No

How long has this event been hosted in Prince Albert? Click or tap here to enter text.

**Application Date:** Click or tap to enter a date.

**Amount of Funding Request based on Hotel Estimate:** \$ Click or tap here to enter text.

**Name of organization requesting funding:** Click or tap here to enter text.

**Contact Person:** Click or tap here to enter text.

**Phone:** Click or tap here to enter text.    **Email:** Click or tap here to enter text.

**Mailing Address (including postal code):** Click or tap here to enter text.

**Type of organization (please select one):**

Private     Not-for-Profit     Other

**If other, please explain:** Click or tap here to enter text.

**Brief description of organization requesting funding:** Click or tap here to enter text.

**Organization's annual budget:** \$ Click or tap here to enter text.

**If approved, who should the grant be made payable to?**

Click or tap here to enter text.

**Event Information:**

**Name of Event:** Click or tap here to enter text.

**Event Start Date:** Click or tap to enter a date.    **Event End Date:** Click or tap to enter a date.

**Please describe the organization's strategy to grow the event, including but not limited to:**

- What is being added to engage new attendees from outside the region?
- How do you plan to attract this new market segment?
- Are there barriers or opportunities that may arise from adding this market segment to your existing event?

- What are the incremental costs associated with growing the event? Please itemize additional expenses incurred as a result of the planned growth.

**Describe the Event:** Click or tap here to enter text.

**Accommodations:**

**Estimated total number of hotel room nights generated from event:** Click or tap here to enter text.

**How did you estimate the number of room nights generated for this event?**  
Click or tap here to enter text.

**What local facilities other than accommodations will be used?**  
Click or tap here to enter text.

**Event Attendance:**

**Estimated participants, officials, and staff:** Click or tap here to enter text.

**Estimated spectators (non-residents; 80 km or more away from Prince Albert):** Click or tap here to enter text.

**Estimated spectators (City residents):** Click or tap here to enter text.

**Total estimated attendees (participants, officials, staff, spectators):** Click or tap here to enter text.

**This event is (please select one):**

Local       Provincial       Regional       National       International

**Will this event happen more than once in Prince Albert?** Yes No

**Please explain:** Click or tap here to enter text.

**What is your organization's experience in hosting this or similar events? Please include a profile of your organizing committee/working group.** Click or tap here to enter text.

Please provide supporting information to aid in assessing your application. This could include a business plan, marketing plan, or rationale to support the information you provided. The strength of information provided is the basis from which funding recommendation will be made.

*As per the Destination Marketing Levy Policy, increasing the number of attendees at an event without making significant changes to the event does not meet the eligibility requirements for the Growing an Existing Event funding stream.*

The following items must accompany your application:

- If the funding application is submitted for an event being 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.
- Most current year-end financial statements or best equivalency if available.
- Supporting information if applicable.

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*(a) Any contract approved by the council, any bylaw or resolution and any account paid by the council relating to the city;”.*

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**Event Retention Destination Marketing Fund Grant Application**

Has this event been held in Prince Albert previously?     Yes         No

If yes, how long and how often has it been hosted in Prince Albert? (*annually, every two years for the last ten years, etc.*) Click or tap here to enter text.

**Please select the type of application being submitted:**

Event Viability (*event is struggling*)        OR         Competitive Bid Received

**Application Date:** Click or tap to enter a date.

**Amount of Funding Request based on Hotel Estimate:** \$ Click or tap here to enter text.

**Name of organization requesting funding:** Click or tap here to enter text.

**Contact Person:** Click or tap here to enter text.

**Phone:** Click or tap here to enter text.    **Email:** Click or tap here to enter text.

**Mailing Address (including postal code):** Click or tap here to enter text.

**Type of organization (please select one):**

Private         Not-for-Profit         Other

**If other, please explain:** Click or tap here to enter text.

**Brief description of organization requesting funding:** Click or tap here to enter text.

**Organization's annual budget:** \$ Click or tap here to enter text.

**If approved, who should the grant be made payable to?**

Click or tap here to enter text.

**Event Information:**

**Name of Event:** Click or tap here to enter text.

**Event Start Date:** Click or tap to enter a date.    **Event End Date:** Click or tap to enter a date.

**Describe the Event:** Click or tap here to enter text.

**Accommodations:**

**Estimated total number of hotel room nights generated from event:** Click or tap here to enter text.

**How did you estimate the number of room nights generated for this event?**

Click or tap here to enter text.

**What local facilities other than accommodations will be used?**

Click or tap here to enter text.

**Event Attendance:**

**Estimated participants, officials, and staff:** Click or tap here to enter text.

**Estimated spectators (non-residents; 80 km or more away from Prince Albert):** Click or tap here to enter text.

**Estimated spectators (City residents):** Click or tap here to enter text.

**Total estimated attendees (participants, officials, staff, spectators):** Click or tap here to enter text.

**This event is (please select one):**

Local       Provincial       Regional       National       International

**Will this event happen more than once in Prince Albert, or result in other events being hosted in Prince Albert?**       Yes       No

**Please explain:** Click or tap here to enter text.

**What is your organization's experience in hosting this or similar events? Please include a profile of your organizing committee/working group.** Click or tap here to enter text.

**Assessing Need:**

Please provide supporting information to aid in assessing your application. This could include a business plan, marketing plan, or rationale to support the information you provided. The strength of information provided is the basis from which funding recommendation will be made.

**Why is the event in jeopardy of not being held in Prince Albert or of its duration being reduced? How crucial is the Event Retention Destination Marketing Fund Grant?** Click or tap here to enter text.

**Please describe efforts made by the organizing committee to retain this event in Prince Albert:** Click or tap here to enter text.

**Should an Event Retention Destination Marketing Fund Grant be approved, what plans have been put in place to ensure the event is sustainable moving forward?** Click or tap here to enter text.

**If a competitive bid from another community to host the event in their community has been received, please include details with your funding application** (*include details such as was the bid solicited by your organization or unsolicited; have the appropriate decision makers indicated a willingness to relocate the event, how does the organization benefit from moving the event, etc.*): Click or tap here to enter text.

The following items must accompany your application:

- If the funding application is submitted for an event being 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.
- Most current year-end financial statements or best equivalency if available.
- Supporting information if applicable.

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- (a) Any contract approved by the council, any bylaw or resolution and any account paid by the council relating to the city;”.***

The completed Grant Application with all supporting documents can be emailed to [destinationlevy@citypa.com](mailto:destinationlevy@citypa.com), or mailed or dropped off to Tourism Prince Albert, 3700 2<sup>nd</sup> Avenue West, Prince Albert, SK S6W 1A2.

## **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 to successfully host a specified event, and the specified event must generate new event-based overnight stays in hotel or motel 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 (two or more organizations cannot 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.
- 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.

**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 in hotels/motels.
- 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](mailto:destinationlevy@citypa.com) or 306-922-2000 if you have any questions regarding the funding criteria.

**Capital Enhancements Grant Funding Application**

**Application Date:** Click or tap to enter a date.

**Name of organization requesting funding:** Click or tap here to enter text.

**Contact Person:** Click or tap here to enter text.

**Phone:** Click or tap here to enter text.   **Email:** Click or tap here to enter text.

**Mailing Address (including postal code):** Click or tap here to enter text.

**Type of organization (please select one):**

Private                       Not-for-Profit                       Other

**If other, please explain:** Click or tap here to enter text.

**Brief description of organization requesting funding:** Click or tap here to enter text.

**Organization's annual budget: \$** Click or tap here to enter text.

**If approved, who should the grant be made payable to?**

Click or tap here to enter text.

**Total value of capital enhancements: \$** Click or tap here to enter text.

**Amount of Destination Marketing Fund Grant requested: \$** Click or tap here to enter text.

**Profile of Event(s) Requiring Capital Investment:**

Please describe the event for which capital enhancements are required in order to host:

**Name of Event:** Click or tap here to enter text.

**Event Start Date:** Click or tap to enter a date.   **Event End Date:** Click or tap to enter a date.

**Describe the Event:** Click or tap here to enter text.

**If this capital investment is required to host more than one event bid, include additional event information here:** Click or tap here to enter text.

**Accommodations:**

**Estimated total number of hotel room nights generated from event:** Click or tap here to enter text.

**How did you estimate the number of room nights generated for this event?**

Click or tap here to enter text.

**What local facilities other than accommodations will be used?**

Click or tap here to enter text.

**Event Attendance:**

**Estimated participants, officials, and staff:** Click or tap here to enter text.

**Estimated spectators (non-residents; 80 km or more away from Prince Albert):** Click or tap here to enter text.

**Estimated spectators (City residents):** Click or tap here to enter text.

**Total estimated attendees (participants, officials, staff, spectators):** Click or tap here to enter text.

**This event is (please select one):**

Local       Provincial       Regional       National       International

**Has this event been held in Prince Albert previously?**     Yes       No

**If yes, how long and how often has it been hosted in Prince Albert?** (*annually, every two years for the last ten years, etc.*) Click or tap here to enter text.

**Will this event happen more than once in Prince Albert, or result in other events being hosted in Prince Albert?**     Yes       No

**Please explain:** Click or tap here to enter text.

**What is your organization's experience in hosting this or similar events? Please include a profile of your organizing committee/working group.** Click or tap here to enter text.

**Capital Enhancement Information:**

Critical to the evaluation of your funding application is the provision of a detailed business plan and rationale for the capital enhancements for which funding is requested. The applicant must also include a long-term plan as to how they will protect / maintain the capital assets once the investment is made. Please provide supporting information to aid in assessing your application. At a minimum, the information included with your application should speak to:

- How will the capital enhancement(s) be a legacy to the City as a permanent structure or fixture to remain for future users;
- A detailed description of the capital investments required, including associated costs;
- Rationale for making the capital investments for which funding is being requested; why are capital enhancements required for this event?
- Comprehensive Business Plan, including total capital costs, % overall capital investment being requested, other funding sources being utilized including amount per funder;
- Project timelines (start, key milestones, completion date);
- Experience in completing capital projects;
- Long-term plan for sustaining funded capital asset as well as past experience maintaining capital assets long term;
- Other events / uses made possible through the capital enhancement for which funding is being requested;
- Who will own the capital asset.

Information requested in this application may be attached separately to your application. The strength of information provided is the basis from which funding recommendations will be made.

The following items must accompany your application:

- Estimates for the capital enhancements.
- Budget for the event for which capital enhancements are being proposed.
- Comprehensive business plan and associated items listed above.
- Most current year-end financial statements or best equivalency if available.
- Supporting documents if applicable.

### **Privacy Policy Statement and Application Certification**

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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:***

***(b) Any contract approved by the council, any bylaw or resolution and any account paid by the council relating to the city;”***.

The completed Grant Application with all supporting documents can be emailed to [destinationlevy@citypa.com](mailto:destinationlevy@citypa.com), or mailed or dropped off to Tourism Prince Albert, 3700 2<sup>nd</sup> Avenue West, Prince Albert, SK S6W 1A2.

**Annual City-Wide Event Destination Marketing Fund Grant Application**

**Application Date:** Click or tap to enter a date.

**Name of Event:** Click or tap here to enter text.

**Event Start Date:** Click or tap to enter a date. **Event End Date:** Click or tap to enter a date.

**Describe the Event:** Click or tap here to enter text.

Is this an annual event held in Prince Albert?  Yes  No

If no, has it ever been hosted in Prince Albert previously? Click or tap here to enter text.

**Name of organization requesting funding:** Click or tap here to enter text.

**Contact Person:** Click or tap here to enter text.

**Phone:** Click or tap here to enter text. **Email:** Click or tap here to enter text.

**Mailing Address (including postal code):** Click or tap here to enter text.

**Type of organization (please select one):**

Private  Not-for-Profit  Other

**If other, please explain:** Click or tap here to enter text.

**Brief description of organization requesting funding:** Click or tap here to enter text.

**Organization's annual budget:** \$ Click or tap here to enter text.

**Accommodations:**

**Estimated total number of hotel room nights generated from event:** Click or tap here to enter text.

**How did you estimate the number of room nights generated for this event?**

Click or tap here to enter text.

**What local facilities other than accommodations will be used?**

Click or tap here to enter text.

**Event Attendance:**

**Estimated participants, officials, and staff:** Click or tap here to enter text.

**Estimated spectators (non-residents; 80 km or more away from Prince Albert):** Click or tap here to enter text.

**Estimated spectators (City residents):** Click or tap here to enter text.

**Total estimated attendees (participants, officials, staff, spectators):** Click or tap here to enter text.

**This event is (please select one):**

Local       Provincial       Regional       National       International

**Do you charge an admission fee?**       Yes       No

**If the answer is yes, please describe:** Click or tap here to enter text.

**Waived Fees Requested** (please check off fees to be waived):

Mobile Stage     Portable Stage     Amphitheatre     Amphitheatre Cover  
 City Utility Locates     Street Sweeping     Power Supply     Water Supply  
 Irrigation Locates     Picnic Shelter     Snow Removal     City Concession  
 Facility     Signage     Private Tent(s)

**Please state the number required if any of the following fees are requested to be waived:**

Pylons \_\_\_\_\_     Garbage Bins \_\_\_\_\_     Recycle Bins \_\_\_\_\_  
 Barricades \_\_\_\_\_     Meter Bagging \_\_\_\_\_

Please provide supporting information to aid in assessing your application. This could include a business plan, marketing plan, or rationale to support the information you provided. The strength of information provided is the basis from which funding recommendation will be made.

The following items must accompany your application:

- If the funding application is submitted for an event being 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.
- Most current year-end financial statements or best equivalency if available.
- Supporting information if applicable.

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## Destination Marketing Fund Grant Funding Agreement

The City of Prince Albert, having examined the application prepared to provide funding to the Applicant/Recipient, subject to the terms and conditions herein.

Therefore, in consideration of the terms and conditions set out in the agreement, the City of Prince Albert and the Applicant/Recipient agree, as follows:

### Effective Date and Term:

1. The term of this Agreement is from the date of signing up to and including 60 days post event completion (as stated in the application for funding).

### Funding/Sponsorship:

2. The City of Prince Albert shall agree to pay the Applicant/Recipient an amount not exceeding the sum of \$\_\_\_\_\_.
3. The Applicant/Recipient agrees to recognize the City of Prince Albert and its member hotels as sponsors of the event.

### Payment Schedule:

4. The City of Prince Albert agrees to pay the Applicant/Recipient forty (40%) percent of the funding amount upon signing of the agreement. The amount not exceeding the sum of \$\_\_\_\_\_.
5. The City of Prince Albert agrees to pay the Applicant/Recipient the remaining sixty (60%) percent of the funding amount upon receipt and approval of the Final Report Form by the Destination Marketing Levy Advisory Committee. The amount not exceeding the sum of \$\_\_\_\_\_.
6. If criteria is not met, the funding amounts will be adjusted to reflect the Final Report results.

### Fund Use and Repayment:

7. The funds will be used solely for the purpose described within the application(s) and the Destination Marketing Levy Policy and Funding Agreement and subject to the conditions herein.
8. If the funds are not used, they will be immediately returned to the City of Prince Albert.
9. If the Applicant/Recipient does not comply within the conditions of the Agreement, including any of the information provided by the Applicant/Recipient to obtain the grant is determined to

be false, misleading or inaccurate, the City of Prince Albert may require the Applicant / Recipient to repay all or part of the funds.

10. The Applicant/Recipient will provide proof that grant monies were used for the purposes intended.

11. The Applicant/Recipient will submit a completed Final Report Form and any other documentation of proof requested by the City of Prince Albert within sixty (60) days of the event completion.

Signed by the Applicant/Recipient this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

Event Name \_\_\_\_\_

Applicant – Full Name \_\_\_\_\_

\_\_\_\_\_

Signature

Witness

**IN WITNESS WHEREOF** the City of Prince Albert has hereunto affixed its corporate seal, duly witnessed by the hands of the proper officers in that behalf, duly authorized this \_\_\_\_\_ day of \_\_\_\_\_, A.D., 20\_\_.

**THE CITY OF PRINCE ALBERT**

\_\_\_\_\_  
**MAYOR**

\_\_\_\_\_  
**CITY CLERK**

**AFFIDAVIT OF ATTESTATION  
OF AN INSTRUMENT**

CANADA )  
PROVINCE OF SASKATCHEWAN )  
TO WIT: )

I, \_\_\_\_\_, of the City of \_\_\_\_\_, in  
the Province of \_\_\_\_\_, make oath and say as follows:

1. That I was personally present and did see \_\_\_\_\_  
named in the within instrument, who is personally know to me to be the person named  
therein, duly sign and execute the same for the purposes named therein.

2. That the same was executed on the \_\_\_\_ day of \_\_\_\_\_,  
A.D. 201\_\_ at the City of \_\_\_\_\_, in the Province of  
\_\_\_\_\_, and that I am the subscribing witness thereto.

3. That I know the said \_\_\_\_\_ and she/he is, in my  
belief, of the full age of eighteen (18) years.

SWORN before me at the City of )  
\_\_\_\_\_, in the Province )  
of Saskatchewan, this \_\_\_ day )  
of \_\_\_\_\_, A.D. 201\_\_.) \_\_\_\_\_

\_\_\_\_\_  
A COMMISSIONER FOR OATHS in and  
for the Province of Saskatchewan.

My Commission expires:  
OR, BEING A SOLICITOR

**Final Report Form**  
**New Event, Growing an Event, Event Retention, and City-Wide Events**  
**Destination Marketing Fund Grant**

**Final Report Date:** Click or tap to enter a date.

**Organization Information:**

**Name of Organization:**

**Follow up questions should be directed to:**

**Contact Person:** Click or tap here to enter text.

**Phone:** Click or tap here to enter text.    **Email:** Click or tap here to enter text.

**Event Information:**

**Name of Event:** Click or tap here to enter text.

**Estimated total number of hotel room nights generated from event (as per original application):** Click or tap here to enter text.

**Actual room nights generated from event:** Click or tap here to enter text.

**How were room nights verified?** Click or tap here to enter text.

Please list or attach on a separate sheet the name of each hotel used by event attendees and how many room nights were rented at each of the establishments listed. Include documentation to show hotels verified the number of hotel rooms booked. Click or tap here to enter text.

**Are there any additional events that may result or have been confirmed as a result of hosting this event in Prince Albert?**     Yes     No

**If yes, please explain:** Click or tap here to enter text.

What level of media coverage was realized during the event? List the media outlets that covered the event:

**Local:** Click or tap here to enter text.

**Provincial:** Click or tap here to enter text.

**National:** Click or tap here to enter text.

**Budget:**

Please attach a final budget or financial statements that reflect actual revenue and expenses.

**Comments:**

If there are any lessons learned, comments, etc. that you would like to share with regards to your event or the Destination Marketing Fund Grant or application process, please feel free to do so below or on a separate sheet of paper: Click or tap here to enter text.

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*(a) Any contract approved by the council, any bylaw or resolution and any account paid by the council relating to the city;”.*

**Date:** Click or tap to enter a date.

**Signature:**

**Name and Title:** Click or tap here to enter text.

The Final Report and supporting documents can be sent to [destinationlevy@citypa.com](mailto:destinationlevy@citypa.com), or mailed or dropped off to Tourism Prince Albert, 3700 2<sup>nd</sup> Avenue West, Prince Albert, SK S6W 1A2.

## **Final Report Form**

### **Capital Enhancements - Destination Marketing Fund Grant**

**Final Report Date:** Click or tap to enter a date.

**Organization Information:**

**Name of Organization:**

**Follow up questions should be directed to:**

**Contact Person:** Click or tap here to enter text.

**Phone:** Click or tap here to enter text.    **Email:** Click or tap here to enter text.

**Capital Enhancements budget as per original application: \$** Click or tap here to enter text.

**Capital Enhancements actual costs: \$** Click or tap here to enter text.

***Please include the following information with your final report:***

- A copy of invoices for the capital enhancements undertaken;
- For existing capital assets, photos of the asset prior to enhancements and after enhancements;
- For new capital assets, photos of the capital asset;
- Any additional information or comments you feel are applicable, and
- Owner of the capital asset.

### **Privacy Policy Statement and Application Certification**

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**Date:** Click or tap to enter a date.

**Signature:**

**Name and Title:** Click or tap here to enter text.

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